

PATENT

Application No. 09/282,747  
Attorney Docket No.: 99-007CLAIM AMENDMENTS  
CLEAN FORM

Please ADD the following new claim:

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81. (NEW) A method, comprising the steps of:
- receiving an indication that an item has been placed in a shopping cart of a Web site of first vendor,
  - in which the item has an associated price;
  - determining whether to provide an offer for a subsidy based on the received indication;
  - determining an offer for a subsidy from a second vendor,
  - in which the offer includes a requirement to participate in a transaction with the second vendor;
  - displaying, during a transaction, an indication of the offer for the subsidy from the second vendor,
  - in which the offer is displayed via a Web page;
  - receiving input representing a click of a button on the Web page;
  - determining, from the input, a response to the offer for the subsidy; and
  - selling, during the transaction, the item for a second price if the response indicates that the offer is accepted,
  - in which the second price is less than the price of the item.
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